

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WRAL-TV ; Raleigh

**Date:**

8/11/12

I, Daniel Jesterbeing/on behalf of: Barack Obama, a legallyqualified candidate of the Democratic politicalparty for the office of: President of the United Statesin the Primary & Generalelection to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

\$26,030.9 / \$22,125.50N

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

Signature

**To Be Signed By Station Representative**



☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles  
Signature

Dave Lyles  
Printed Name

Sales Manager  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

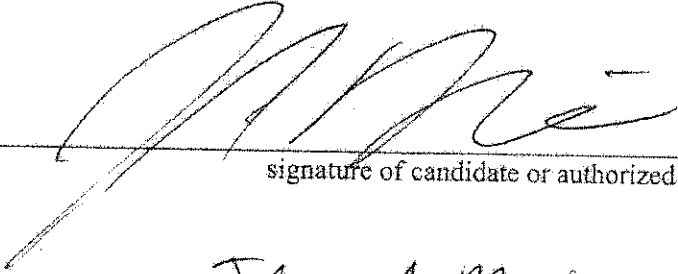
I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina 1/18/2012  
printed name date



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

# CONTRACT

And:

**Greer Margolis & Mitchell**  
**1010 Wisconsin Avenue, Suite 800**  
**Washington, DC 20007**

<b>Contract / Revision</b> 116386 /		<b>Alt Order #</b> 06272902
<b>Product</b> OBAMA "B" :30 8/11		
<b>Contract Dates</b> 08/11/12 - 08/17/12		<b>Estimate #</b> 1596
<b>Advertiser</b> Obama For America		<b>Original Date / Revision</b> 08/10/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WRAL	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel
<b>Special Handling</b> CIA - Mark PAID		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b> 95	<b>Product Code</b> 101
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	08/13/12	08/17/12	The Insider (1-130p)	1-130p		:30			NM	1	\$200.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$200.00			
N 2	WRAL	08/13/12	08/17/12	The Doctors	10-11AM		:30			NM	1	\$200.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$200.00			
N 3	WRAL	08/13/12	08/17/12	David Letterman	1135p-1237a		:30			NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$250.00			
N 4	WRAL	08/13/12	08/17/12	Price is Right	11a-12p		:30			NM	1	\$275.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$275.00			
N 5	WRAL	08/13/12	08/17/12	Noon News	12p-1p		:30			NM	1	\$275.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$275.00			
N 6	WRAL	08/13/12	08/17/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	1	\$200.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$200.00			
N 7	WRAL	08/13/12	08/17/12	WRAL 4:30am News	4:30a - 5am		:30			NM	1	\$80.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$80.00			
N 8	WRAL	08/13/12	08/17/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$325.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$325.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



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**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

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<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 08/10/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	08/13/12	08/17/12	5:00 First News	5-530p		:30			NM	2	\$1,700.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				2	\$850.00			
N 10	WRAL	08/13/12	08/17/12	WRAL 5:30AM News	530-6a		:30			NM	3	\$1,350.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$450.00			
N 11	WRAL	08/13/12	08/17/12	5:30 News	530-6p		:30			NM	2	\$1,700.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				2	\$850.00			
N 12	WRAL	08/13/12	08/17/12	6pm News (M-F)	6-630p		:30			NM	3	\$3,300.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$1,100.00			
N 13	WRAL	08/13/12	08/17/12	WRAL AM News	6-7a		:30			NM	4	\$2,400.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				4	\$600.00			
D 14	WRAL	08/12/12	08/12/12	Sun Hour 2	9-10pm		:30			NM	0	\$0.00
		3Q NON-WINDOW CANDIDATE RATE										
N 15	WRAL	08/13/12	08/17/12	Inside Edition	7-730P		:30			NM	2	\$1,350.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				2	\$675.00			
N 16	WRAL	08/13/12	08/17/12	CBS This Morning	7am - 9am		:30			NM	4	\$1,400.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				4	\$350.00			
N 17	WRAL	08/13/12	08/17/12	Entertainment Tonight	730-8P		:30			NM	2	\$1,350.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				2	\$675.00			
N 18	WRAL	08/13/12	08/17/12	Dr. Phil	9-10a		:30			NM	1	\$225.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	MTWTF--				1	\$225.00			
N 19	WRAL	08/11/12	08/17/12	Late News	11-1135p		:30			NM	2	\$2,000.00
		3Q NON-WINDOW CANDIDATE RATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/12	08/17/12	MTWTFSS				2	\$1,000.00			
D 20	WRAL	08/11/12	08/11/12	6pm News (Sat)	6-630p		:30			NM	0	\$0.00
		3Q NON-WINDOW CANDIDATE RATE										
D 21	WRAL	08/11/12	08/11/12	WRAL 6a News Sat	6-8a		:30			NM	0	\$0.00
		3Q NON-WINDOW CANDIDATE RATE										
D 22	WRAL	08/11/12	08/11/12	CBS This Morning Saturday	8am - 10am		:30			NM	0	\$0.00
		3Q NON-WINDOW CANDIDATE RATE										

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 23	WRAL	08/12/12	08/12/12	60 Minutes	7-8p		:30			NM	0	\$0.00
				3Q NON-WINDOW CANDIDATE RATE								
N 24	WRAL	08/14/12	08/14/12	Tue Hour 3	10-11p		:30			NM	1	\$1,400.00
				3Q NON-WINDOW CANDIDATE RATE								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1-----				1	\$1,400.00			
N 25	WRAL	08/14/12	08/14/12	Tue Hour 1	8-9p		:30			NM	1	\$1,700.00
				3Q NON-WINDOW CANDIDATE RATE								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-1-----				1	\$1,700.00			
<b>Totals</b>											<b>35</b>	<b>\$21,680.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/17/12	35	\$21,680.00	\$18,428.00
<b>Totals</b>	<b>35</b>	<b>\$21,680.00</b>	<b>\$18,428.00</b>

*\$4350g credit  
for Responel*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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